

Amended Patent Claims

1.

A method for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program,

characterized in

that the key code contains elements that are each transmitted in succession to the screen of the TV set in the form of signs and/or symbols, e.g., numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot, said timeslots being located within selected time units of the TV program and/or TV-commercial spot, respectively,

that the key code for every announcement is selected randomly among a predetermined number of different key codes, and

that the selection of viewers is determined as a function of a predetermined number of viewers who by using the key code first manage to establish said contact.

2.

A method as disclosed in claim 1, characterized in that said random selection is done with the aid of an automatically operating selection device.

3.

A method as disclosed in claim 1, characterized in that said selected timeunits of the TV program and/or TV commercial spot at which said time slots are randomly selected by an automatically operating selection device.

4.

A method as disclosed in claim 1, 2, or 3, characterized in that the duration and/or the position of said time slots within a respective time unit is selected at random.

5.

A method as disclosed in claim 1, 2, 3 or 4, characterized in that the duration of the display and/or the placement of the key code elements within a respective time slot is selected at random.

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6.
A method as disclosed in claim 4 or 5, characterized in that the random selection is made by the automatically operating selection device.

7.
A method as disclosed in claim 4, characterized in that the viewers establish said contact with the TV channel operator or the game program operator via a telephone network or a computer communications network.

8.
A device for announcing to TV viewers via the screen of their TV set a key code for use in establishing contact, based on the telecommunications network, between a selection of viewers and an established game program,
characterized by
a key code generator which generates the elements of the key code and transmits each of these in succession to the TV set in the form of signs and/or symbols, e.g. numbers and/or letters, within selected time slots in at least one TV program and/or in at least one TV commercial spot, said time slots being located within selected time units of the TV program and/or TV-commercial spot, respectively, said key code generator being included in a selection device designed to select the key code randomly among a predetermined number of different key codes for every key code announcement, and a line connector in the telecommunications network for connecting to the game program a predetermined number of TV viewers who by using the key code first manage to establish said contact.

9.
A device as disclosed in claim 8, characterized in that said time slots respectively lie within randomly selected time units of the TV program and/or the TV commercial spot.

10.
A device as disclosed in claim 8 or 9, characterized in that a time slot generator is included in the selection device to select duration and/or placement of the time slots within respective time units.

A device as disclosed in claim 10, characterized in that the selection device selects at random and automatically the duration and/or the placement of said time slots within a respective time unit.

A device as disclosed in claim 8, 9, 10 or 11, characterized in that a time unit generator is provided in said selection device to determine the placement of the time units within the TV program and/or the TV commercial spot.

A device according to claim 12, characterized in that the selection device selects the positioning of the time sections at random and automatically.

A device as disclosed in one or more of the preceding claims 8-13, characterized in that the key code generator is designed to select at random the duration of the display and/or the position of the key code elements within a respective time slot.